

THE GLEICHEN CALL

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GLEICHEN, ALBERTA, WEDNESDAY FEBRUARY 13, 1935

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W. SUTERMEISTER NEW PRESIDENT BOARD OF TRADE

The annual meeting of the Board of Trade was well attended and presided over in a very able manner by the retiring president Mr. John Boyd. Mr. Boyd presented a report on the library and its extension, the question of additional shelf space etc.

The treasurer for the past year N. T. Porcel, presented a financial report, which was very gratifying resulting from the season's activities.

The customary presidential reports then followed. Many phases of work have been undertaken by the Board of Trade during the last year. The library has been brought to function; the question of highways and roads in the district was discussed and some action was taken to improve them. Trees were planted; the growing of gardens, vegetables, flowers, etc., was promoted; the school choir was sent to the Drumheller festival, bringing home the cup which event was sponsored by the Board of Trade financially; an art exhibit was made possible through the board; various speakers gave lectures; the old times dance and banquet also were successfully carried out by the entertainment committee. The Boy Scouts were taken under the wing of the organization, also the Girl Guides. Many other minor activities of the Board resulted directly or indirectly in benefits derived by the residents in Gleichen.

G. H. Gooderham complimented the retiring president, John Boyd, on the splendid manner in which he carried on during his term and the fine social spirit which had been brought to bear upon the various issues arising from the transactions and activities of the Board of Trade.

The following officers were elected for the ensuing term: W. Sutermeister, president; L. Michael, vice-president; H. Birch, secretary-treasurer.

In closing the retiring officers were given a hearty vote of thanks for their untiring efforts and wide areas of work during the past year.

THE WEEK AT OTTAWA

(By F. W. Gershaw)

"Loans will be made liberally" says the Minister of Finance in telling of the amendments to the Farm Loan Bill. I have protested against the policy of excluding all Southern Alberta from the operation of this loaning act and have been assured that this policy will not be continued. A fee of \$10.00 must be paid by the applicant to have his loan inspected when a loan is applied for regardless of the size of the loan asked for and whether it is granted or not.

There were also numerous complaints of harsh treatment by the Board in collecting where loans had been granted.

The government have decided on a policy for the drought-stricken districts in the southern parts of the prairie provinces, there are 11,435,000 acres that have produced less than five bushels per acre during the last four years. More demonstration farms will be set up to show how these areas can be successfully managed. A township here and there will be put under expert management and residents will be asked to co-operate.

The U. F. A. and the Liberal groups believe in a nationally owned Central Bank but when a resolution came up to take over all chartered banks as well as the Central Bank it was defeated by a vote of 89 to 12. This you will notice is a very small vote for a House of 245 members and shows that some are earning their money very easily.

Wednesday was fish day in the House and many members from the little provinces down by the sea took part in the debate. The trouble is not in the catching of the fish but in finding a market worth while after they are caught. The happy solution would be the opening of the U. S. A. markets. The New England fishermen, however, seems to be determined to keep this market for himself.

The Prime Minister dismissed the idea that Old Age Pensions would be paid to those of any age below 70. Instead a contributory system will be started.

Mr. Woodworth protested against time being taken up with purely past-

GLEICHEN DEFEATS VULCAN TO WIN FIRST ROUND

The first game of the playoff here resulted in a 2-1 score for the Gunners over Vulcan. Gleichen dominated the game during the second and third canies, yet failed to make more counts. The Gunners on several occasions got right in on top of the Vulcan net. Vulcan did the same thing twice only and had to content themselves with long shots. Gleichen made the first counter by T. Brown on a pass from his brother Camp. Vulcan scored the next goal on a shot from near the blue line. The last goal was made by the Gunners by T. Brown from Camp. About 400 people attended the game there being quite a few from Vulcan and Arrowwood. The new score board at the end of the rink is a good idea. With it the fans will not get the score mixed up in their minds.

Maynard stopped a puck with his mouth, lost three teeth, had to have them pulled and a stitch put in the upper lip.

At Vulcan Monday night the Gunners again defeated the Elks 2-1, thus winning the round. Bob Brown made no counter from Marquardt from T. Brown. Maynard made the other then he and two forwards split the defence and getting through slammed the puck home.

ANNUAL BONSPIEL STARTED MONDAY 17 RINKS ENTERED

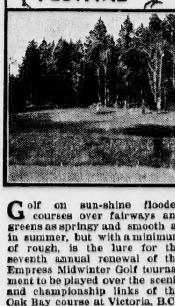
The Gleichen Clubing Club started their annual bonspiel Monday, with visitors from Bassano, Chazy Arrowwood Standard and Strathmore. The ice was a little soft Monday and Tuesday with the warm weather. With riding going on night and day good scores are being made. The prize on display for the different events contain some beautiful pieces of silverware.

Monday afternoon Mr. G. C. House lipped and fell, in doing so she dislocated her wrist and broke a wrist bone.

The annual meeting of the ratepayers of the Blackfoot Municipality will be held in the hall next Saturday. At the same time nominations will be called for to replace three councillors whose terms are finished.

Mr. debates and pointed out that it was not too soon to say whether the net results of the Empire Agreements were good or bad. Statistics and figures had been produced to prove that both sides were right and even the Minister of Agriculture said his party was using the debate to put another party on the spot.

VICTORIA SET FOR WINTER GOLF FESTIVAL



Golf courses over fairways and greens as spring and smooth as in summer, but with a minimum of rough, is the lure for the seventh annual renewal of the Empress Midwinter Golf tournament to be played over the scenic and championship links of the Oak Bay course at Victoria, B.C., February 18-25.

The lure of midwinter golf brings the ardent golfer from all parts of Canada and the United States, not to mention Europe, to compete in this now famous tournament, inaugurated seven years ago by the Empress Hotel, Victoria and the Canadian Pacific Railway with a view to telling the world that Canada has in its courses on Vancouver Island, the weather conditions that rival those farther south in winter time. There is no lack of prizes, and some of them rank high in the world of golf trophies.

LOCAL COMMITTEES ORGANIZED TO ASSIST BOY SCOUTS

Saturday afternoon in the Legion Hall a meeting was held to organize a committee to put over the campaign to collect Gleichen's allotment for the Boy Scout fund, also to see who could be doing to get the local scout and Girl Guides to Calgary at the time of the visit of Lord and Lady Baden-Powell.

G. H. Gooderham occupied the chair and in a 25 minute speech explained the object of the meeting. Mr. Gooderham stated that the sum to be collected in Alberta was \$55,000 of this amount Gleichen's share was \$150. There are 70,000 scouts in Canada and an endeavor is to be made to raise the number to 100,000. Many small communities had no scouts, since there was no one who knew how to lead them and cited samples of nearby villages. Baden-Powell would be in Calgary on Easter Monday and there would be a great gathering of scouts to greet him. Mr. Gooderham thought there would be at least 100 scouts and guides from Gleichen alone.

The meeting appointed a committee to look into the collecting of the funds, this to start on Saturday February 23 and ending March 2. The committee will ask a person to donate so much for operation and extension expenses giving something at the time, the next payment October 1st, 1935 and on February 1st. This money if collected will keep the scout going for the next five years and during that time the public will not be asked for funds.

VOTERS ELECTED THREE SCHOOL TRUSTEES MONDAY

The election of school trustees last Monday did not create much interest, only 75 votes of a possible 300 were cast. There were no spoiled ballots.

The following are the candidates and the number of votes they received:

O. Lindquist	83
G. H. Farquharson	62
C. W. Harrison	54
R. A. Brown	46

Mr. Lindquist is a new comer on the school board, while Dr. Farquharson and C. W. Harrison have for some years past been on the board.

BOY SCOUTS TO HOLD INVESTURE

On Thursday evening, February 21, at 8 p.m. in the Oddfellows Hall the Boy Scouts will hold an investiture of five new members at the same time there will be a program and a demonstration by Cubs and Scouts. Parents and all others interested are invited to attend. A silver collection will be taken to help defray expenses.

SOCIAL CREDIT EXPLAINED IN MORE DETAIL

(Continued from last issue)

Mr. Robertson said he favored Social Credit as a means of recovery from the present economic conditions and thought the first thing we should do would be to define credit and get a definite idea of as to how we obtain different kinds of credit.

Credit is the ability to secure goods for services without giving equivalent value for them immediately and we say we have real credit when we have saleable articles such as wheat, cattle, or other produce that we can give in exchange for the goods or turn into money and pay in cash. Financial credit is an arrangement we make with a bank in which we give it security for the amount we want to borrow.

Social Credit is that form of credit that arises from the association of individuals together under one government such as municipalities, provinces or a whole country. They get credit on the combined assets or more correctly on the unearned increment of the combined assets of the municipality, province or country.

Now, most of us are familiar with the meaning of unearned increment when applied to land. A man goes out into an unsettled district and buys a quarter section of land for \$5 an acre that is \$800. Others are attracted to the same district and soon it is settled by farmers. On account of this land goes up in price, and the man who paid \$5 per acre sells for \$15 an acre and thereby makes \$1,000. The government believing that this unearned increment of \$1,000 was partially due to the district being settled by other people, taxes it. That is taken a small part of it and applies the amount taken, so that it will reduce the taxes or otherwise benefit those who were the means of increasing land values in that district.

Social Credit therefore recognizes the claim that every citizen has a right to a share in the unearned increment of the province and makes this the basis of the first credit that will enable it to give every bonified citizen of Alberta, over 21 years of age a basic dividend of \$25. Social Credit also recognizes the claim that every citizen has a right to a share in the unearned increment arising from the inventive genius and progress of mankind, made possible by association of people under one government, and makes this the basis of a continuous credit that will enable the government to pay the basic dividend of \$25 monthly.

The means of doing this can be illustrated by one example. A farmer sells a calf hide to a tanner for \$1. The tanner sells the leather to a shoe maker for \$3, and the shoe maker

Do You Know?

The hottest place on earth is Death Valley—134° in the shade.
The coldest place on earth is Verkhoyansk, Siberia—83° below zero.
The most comfortable place on earth is the home that is heated with our famous—
CARBON; NEWCASTLE AND WAYNE GRAY COAL

During January 1935 we shipped in and unloaded 357 tons of coal. Quality and value must be there.

R. S. McQUEEN
COAL WOOD CARTAGE

"THINE IS MY HEART"

Richard Tauber the distinguished world famous tenor
—with—
Jane Baxter
A fragrant romance.
to Schubert's enchanting melodies

NEWS COMEDY

Two evening shows at 7:30 p.m. and 9 p.m.

GLEICHEN COMMUNITY HALL

19TH ANNUAL... BANFF WINTER SPORTS Carnival

FEB. 18-17

Five days of healthy sport and fun—Tobogganing, Skating, Curling, Hockey, Ski-joring, Art Skating, Novelty Snow and Ice Sports.

LOW RAILWAY FARES

From Stations in Alberta and British Columbia

Tickets on sale **FEBRUARY 9-16**
RETURN LIMIT FEB. 16

Ask Ticket Agent

CANADIAN PACIFIC

In answering the other three questions that Mr. Trego has asked, it is pointed out that the government will build up a very large credit at the banks throughout Alberta from sales of farm produce outside the province and when a farmer or anyone else has built up a credit with the government, by means of the produce he puts in its hands to dispose of for him, can write direct to the state credit house, which will most likely be a local bank and instruct the clerk in charge to make out a money order to John Jones or Wm. Smith, who may be anywhere and the bank will immediately do so, if the applicants has sufficiently in his credit to cover the amount he wishes to send. The clerk will then debit the applicants' account and credit the government account. He will then turn to the bank account and credit it and debit the government account, and the applicant gets his money order, just as he would get it if he had the money on deposit in the bank.

COMING EVENTS

Feb. 15—U. F. W. A. Tumblers, at Meadowbrook Co. Hall. All tickets sold for the last date will be good.

Feb. 18—Women's Association Reception by Miss DeLong.

April 22—5th Annual Fire Brigade dance.

DON'T RISK BAKING FAILURES....

LESS THAN 1/4 WORTH OF MAGIC makes a truly fine cake!



MAGIC BAKING POWDER safeguards your cakes from failure. Assures you fine results. That's why Canada's foremost cookery experts use and recommend it exclusively. Ask your grocer for a tin—today!

CONTAINS NO ALUM—This statement on every tin is your assurance that Magic Baking Powder is free from alum or any harmful ingredients. Made in Canada.

Be Self-Reliant

One of the most deplorable results of the world depression of the past five years, and especially unfortunate because the effects will be carried forward into the years to come after the depression has become a memory, is the breaking down of the morale of many people who for years have been unemployed. Unable to obtain employment anywhere, forced to accept government and municipal assistance, and with no immediate prospect of any change in the situation, the temptation to throw up their hands, abandon all self-effort, to help themselves, and to sit down in despair or idly accept the situation, has proven too strong for many people.

Enforced idleness, living without working and doing so at the expense of the State, has apparently convinced some people that it is no longer necessary that they should work even when work can be obtained. Such people now take the attitude that they do not owe anything to their country, but that their country owes them a living whether they work for it or not; that the State having provided for them when work could not be obtained, the State can just continue going on providing for their actual necessities of life. When employment is offered to this type of individual, he proceeds to compare the wages he will receive in exchange for his labor with the amount of his relief quota while unemployed, and decides that the increase in the amount he will receive does not compensate him for the fact that he will be required to work for it. He prefers idleness and relief.

At all times, the relief quota of this type of the type, but their number has been greatly increased during the past five years. Such people now look upon government relief as a right, and they exercise their ingenuity in the direction of helping themselves, but to organizing in groups to bring pressure upon governments to enlarge the distribution of relief, the cost of the same to be paid, of course, by those who do work and are willing to work.

This break down in the morale of so many people is, let it be repeated, one of the most deplorable and most sinister effects of the world depression. It has not demoralized the vast majority of people who have been forced against their will to accept government assistance in these times, nor has it to any great extent affected those who can trace their difficulties to climatic conditions over which neither they nor governments have any control. But there has been a great loss of self-reliance and most unfortunately so among young people. Their late teens and early twenties who are above all classes, should be most self-reliant. The stronger characters are not affected, or will rise above the temptations of the moment, but the weaker ones show a marked tendency to drift with the tide, rather than to exert themselves and battle the waves of adversity until the tide does turn in their favor.

No useful purpose is served by painting a gloomy and discouraging picture unless it can be used to point a moral and teach a lesson. And it is the duty of all those who realize the existing tendency, and who appreciate its dangers, both present and future, to throw the whole weight of their experience and influence into the scale to maintain and promote the spirit of self-reliance, to teach the beauty of courage and the ugliness of despair. Clergymen, teachers, parents, all our many worthwhile organizations have a very special and particular duty to discharge in this connection. Their responsibility is greater now than in times of abounding prosperity.

It is the duty and responsibility of all to inculcate the truthful idea in the minds of people that in the only vital and growing sense, life is a struggle. We learn to walk not by being carried, but by painstakingly making the effort to walk. So long as a young child is carried, it will never learn to walk, and until it does walk it will remain weak. Self-reliance must be taught throughout life, or life will be a tragedy for those who have failed to learn.

We rightly pray "Lead us not into temptation," because temptation should be avoided, but temptation comes nevertheless in every moment and activity of life. So it is we further pray, "But deliver us from evil." Strength comes from offering resistance, but those who would protect us against all hazards and the pitfalls of inexperience merely enfeeble rather than strengthen us.

So long as the necessity continues for government aid to those who cannot help themselves because of causes and conditions beyond their control, such government aid must be provided. No sane person thinks otherwise. But it should be the ambition of every man and woman to get along with a minimum of such aid and rely on their own efforts to the fullest possible extent while looking forward to the day when they can joyfully surrender all such aid and stand again on their own feet and face the world with courage in full reliance upon their own initiative and powers.

A wheel equipped with a number of shovels is a German device for speedy excavating.

ATHLETE'S FOOT
Ringworm Infection
Skin Troubles
YIELD QUICKLY TO
D.D.D.
Dr. D. D. Dennis' Liquid Prescription, made and guaranteed by the makers of Camphor's Italian Balm. Trial bottle 35c at your druggist.

PUBLIC NOTICE TO POULTRY PRODUCERS

PUBLIC NOTICE to Poultry Producers is hereby given that the Manitoba Poultry Marketing Scheme, the Saskatchewan Poultry Marketing Scheme and the Alberta Poultry Marketing Scheme submitted to and recommended for approval by the Dominion Marketing Board on January 12, 1935, under the provisions of the Natural Products Marketing Act, will be voted on by the Board on January 16th and 17th inclusive. Please note the following:

- (1) Only poultry producers who own or control a flock of more than 25 poultry are entitled to vote.
- (2) Forms for registration and voting may be obtained from your local Postmaster by signing a Voters Register at the Post Office.
- (3) Before completing your Registration Form and Ballot read carefully the instructions enclosed with them in the envelope which you will obtain from your Postmaster.
- (4) Before marking your Ballot study the scheme on which you are voting. A copy of the scheme is enclosed in your envelope.
- (5) The return envelope for enclosing your completed Registration Form and Ballot should be sealed in your Post Office not later than February 16th and not later than February 22nd. No postage stamps are required.
- (6) Poultry producers have the right to inspect the Voters Register and to challenge the vote of any producer whose name appears thereon, and to request the Registrar to remove, or amend by at least two producers and sealed in the Registrar's Office at Winnipeg, Regina or Edmonton not later than the 25th day of February 1935.

Dated at Ottawa this 22nd day of January, 1935.

D. WEIR,
Deputy Minister of Agriculture.

Hiding Place Of Gold

Offer To Show South African Government Where Boer Treasure Is Located

Capt. A. W. Lewis, retired importer who claims decorations for Boer war services, announced at Berkeley, Calif., that he had offered to show the South African government the exact location of the long-sought Boer treasure cache, estimated worth \$30,000,000.

Lewis said he had written to the high commissioner for the Union of South Africa at Pretoria, Transvaal, making two conditions: That he be compensated for revealing the hiding place of the gold, and that the British government sponsor an expedition to recover the gold and protect him against civil lawsuits by any mine owners claiming the property upon which the cache stands.

NOT A RHEUMATIC PAIN FOR 4 YEARS

70-Year-Old-Man Praises Kruschen

A man who once suffered severely from rheumatism writes:

"For a long time I suffered with rheumatism, and at one time was laid up for about nine weeks. About five years ago I was advised to try Kruschen. I did so, and have continued using them ever since. Kruschen did the trick, as I have not had a rheumatic pain for over four years. I am nearly 70 years of age, and feeling fine, and always able for my day's work—thanks to Kruschen."—A. S. Kruschen dissolves away those needle-pointed crystals of uric acid which are the cause of all rheumatic troubles. It will also flush these dissolved crystals clean out of the system. Then if you keep up "the little daily dose," excess uric acid will never form again.

Powdered Whey

New Treatment Found For High Blood Pressure

How a new type of treatment for high blood pressure and tuberculosis came out of a chicken feed trough was disclosed by Dr. L. L. Stanley, San Quentin prison physician.

Seven years ago Dr. Stanley and Dr. Jau Don Ball, San Francisco physician, heard poultrymen at Petaluma, an egg production center, were overcoming ailments of their flocks with powdered whey. They investigated and upon noting the results decided powdered whey might be good for men as well as for chickens.

Dr. Stanley said powdered whey had been used with success to lower abnormal blood pressure in San Quentin prisoners and to build up the bodies of men afflicted with tuberculosis.

"The results were very gratifying," said the slight, gray-haired prison doctor.

A Body Builder

Mr. James Howarth of 8 E. 25th St., Hamilton, Ont., says: "My appetite failed, I lost weight and strength, and could not sleep easily. This state of health also affected my digestion. I took Dr. Hinder's Food and found it picked up my appetite and weight. New size, tablets 50c; liquid, \$1.00. Large size, tablets or liquid, \$1.25."

Trying Experiment

Marconi To Test Television Between Italy And United States

A television experiment between Italy and the United States is to be conducted in a few months' time by Signor Marconi according to an announcement made by the famous inventor when he spoke to the United States at the inauguration of a new Italian radio station. He said that he would show his listeners by television the apparatus he had used for his recent experiments during which he navigated a ship by wireless.

New Service For Dogs

Word comes from New York of the establishment of a "Daily Dog Walking Service Company." The proposed charges would be \$5 for one walk a day a month; \$8 for two, and \$12 for three, with Sundays excluded. This opens up an avenue of happy release for many previously harassed husbands, especially of the apartment variety.

The air mail postage from Canada to the British Isles is now 6 cents for the first ounce, and 5 cents for each ounce after.

It is far better to be bent on economy than broke on extravagance.

W. N. U. 2084

Canadian Scientist Honored

Dr. Gussow Elected President Of American Phyto-Pathological Society

A distinctive honor has just been conferred on Dr. H. T. Gussow, of Ottawa, Dominion Botanist, Dominion Experimental Farms, by his unanimous election to the presidency of the American Phyto-Pathological Society. The annual meeting was held in Pittsburgh, Pa., a few days ago. The society was organized in 1909 and has about 800 members, among whom are the leading plant pathologists and microbiological research workers in Canada and the United States. It is the only society of its kind in North America and is one of the most notable throughout the world among those of which scientific agriculturists are members. Dr. Gussow is a charter member and his written and oral contributions to the society and to agriculture generally, are considered as particularly valuable. He is regarded as one of the outstanding authorities on botanical science.

The Largest Carillon

At Bourville, England, the carillon installed in the tower of the village school has now become the largest in the world. The bells originally numbered 22, but a local family of distinction have made gifts of bells from time to time until the total has reached 48. The largest bell weighs over three tons, the smallest 12 pounds.

Job had patience—but he never had to wait six days for a job.

We improve faults in others which are different from our own.

ROUGH HANDS? NO!



Hinds restores smoothness which soap and water tasks steal away from your hands



SCIENTISTS FIND FASTER WAY TO RELIEVE COLDS



1. Take 2 Aspirin Tablets.



2. Drink full glass of water. Repeat treatment in 2 hours.



3. If throat is sore, crush and stir 3 Aspirin Tablets in a third of a glass of water and gargle. This eases the soreness in your throat almost instantly.

Ache and Discomfort Eased Almost Instantly Now

When you have a cold, remember the simple treatment pictured here... prescribed by doctors everywhere today as the quick, safe way.

Because of Aspirin's quick-disintegrating property, Aspirin "takes hold"—almost instantly.

Just take Aspirin and drink plenty of water... every 2 to 4 hours the first day—less often afterward... If throat is sore, use the Aspirin gargle.

But be sure you get ASPIRIN. It is made in Canada and all druggists have it. Look for the name Bayer in the form of a cross on every Aspirin Tablet. Aspirin is the trade mark of the Bayer Company, Limited.

DOES NOT HARM THE HEART



Arena For Olympic Games

Men Working Constantly On Sports Ground In Germany

The vast sports ground and arena in West Berlin, where men are working day and night to have everything ready for the next Olympic Games, has been officially given the name of "Reichsportfeld," which has been preferred to the one which signified "Olympia-Town." Streets leading up to the arena are all being renamed. Certain peaceful residents will in future find themselves living in "Fighting Arena Avenue," and dignified thoroughfares will also show in their new nomenclature the great importance attached to the new sports ground.

Kept You Thirty Years

Andrew Conorton, 80-year-old reclusive of Flushing, Long Island, is dead, true to his vow, made 30 years ago when his sweetheart flitted him, that he never again would appear on Flushing's Main Street. He lived within two blocks of the street.

Radium is the most expensive mineral in the world to-day. Its standard value is set at \$90,000 a gram.

DR. WERNER'S POWDER FOR HOLDING TIGHT

FALSE TEETH



No slipping or falling—no clicking when you use this grand powder that most dentists prescribe—it's a joy to all users and is the largest seller in the world—leaves no colored, gummy taste—all day store.

PATENTS
A List of "Wanted Inventors" and Full Information Sent Free On Request.
The RAMSAY Co. 187 OTTAWA, Ont.

TELL YOU HOW TO COOK 3 VEGETABLES AT ONCE IN THE SAME SAUCEPAN with no odor... less cost... better results

Place each in its own bag made from Canapar Cookery Parchment. You seal in all the mineral salts and flavor, this way... and there's no odor, not even from cabbage or cauliflower. You need only use ONE burner—turned low.

And vegetables are only one food that can be cooked better with Canapar. For instance, when boiling or steaming fish, all the goodness and flavor are retained—and there's no odor—no sticky pots and pans to scour. This alone makes Canapar worth using.

Remember that Canapar won't absorb odors. You rinse it off—hang it up to dry and use it repeatedly. Try it as a dish cloth, especially for glasses—it does not shed lint.

Appleford PAPER PRODUCTS

HAMILTON, ONTARIO
Makers of the famous PARA-SANI Heavy Waxed Paper in the Green Box.

CANAPAR Cookery PARCHMENT

A Pure Genuine Vegetable Parchment

Warehouses At Calgary, Edmonton, Regina and Winnipeg

Proved best for CHILDREN'S COLDS



Two generations of mothers have proved Vicks VapoRub the safe, dependable way to treat colds. Just rubbed on throat and chest, Vapo-Rub fights a cold direct—two ways at once.

Through the skin it acts direct like a poultice or plaster. At the same time, its medicated vapors are inhaled with every breath direct to the inflamed air-passages of head, throat and bronchial tubes.

This combined action loosens phlegm—soothes irritated membranes—eases difficult breathing—helps break congestion.

AVOIDS "DOSING"

With VapoRub, you avoid the risks of constant internal dosing—which so often upsets children's delicate digestions and lowers resistance when most needed. VapoRub can be used freely, and as often as needed, even on the youngest child.

army is a different proposition. Both Germany and Japan will think twice before picking a quarrel with the Soviet bear.—St. Thomas Times-Journal.

Needs Extensive Wardrobe

Prince Of Wales Careful To Always Dress Correctly

The Prince of Wales has probably appeared in a greater variety of clothes than any living man. Whenever he goes, he likes to try the correct costume. In Japan he bought an ordinary laborer's dress in a shop, and wore it while talking to a group of coolies. The men looked rather curiously at the Prince's costume and at first H.R.H. thought that they did not appreciate the compliment he was trying to pay them. It was not until afterwards that someone explained that certain symbols and signs which the Prince had taken to be part of the costume were in reality the price ticket and the name of the tailor!

Members of the British Royal family, although each has his own style, have always taken the greatest care to be correct. The Prince of Wales may rightly favor free-and-easy attire on secluded golf links, but he is never guilty of confusing freedom for slovenliness. On one occasion he surprised an acquaintance to whom he suggested going to the theatre after a game of golf. "Shall we go as we are?" asked the acquaintance. "Certainly not," replied the Prince, "we are going back to put on dinner jackets."

Neither His Majesty nor the Prince permits himself eccentricities in dress, and although the Prince has come to be looked upon as a leader of fashion in male attire, this is not of his own doing. He likes a little color, but very rarely indulges himself in this direction. Those who slavishly wear clothes simply because the Prince has been wearing them are really paying him no compliment at all, since dress is a matter of personality.

Not a little of the ability of the Prince, which he shares with his father, of putting visitors at ease depends upon his choice of dress. Neither wear uniforms except when the occasion strictly calls for them. The Prince won many admirers in America by his tact in wearing rough tweeds when receiving a deputation of ex-servicemen, although the officials who introduced them had stuck to formal morning wear. When the Prince wore a military uniform or down a line he wears the appropriate garments and on his rare visits to his Canadian ranch he always wears the proper clothes.

Regality must sometimes be appalled by the size of its own wardrobe. The Prince's wardrobe is constantly changing. Probably no part of a well-earned holiday pleases them more than being able to don ordinary clothes with the knowledge that they need not be changed until dinner-time.

A WEEK-END'S ENTERTAINMENT FOR THE WHOLE FAMILY 10¢



5 SECTIONS
5 NEWSPAPERS
IN ONE
34 Colored Comics

YOU get most for your dime when you buy The Toronto Star Weekly — Canada's Great Illustrated Week-end Newspaper... ENTERTAINMENT — news of the world in pictures... Canadian scenes painted by leading Canadian artists... AMUSEMENT—the best comics in four colors... ROMANCE—stories by leading Canadian authors and other writers of international fame... INFORMATION—news of world events and news of people who figure in the news... news of SPORT—the MOVIES—RADIO — FINANCE — BUSINESS and POLITICS... the greatest money's worth your dime can buy.

THE TORONTO STAR WEEKLY

Russians Are Air-Minded

Country Fast Becoming Greatest Aerial Power In World

A good deal has been said about the growing might of Germany in the air, but the report of an American engineer who has been in a Soviet aircraft factory, reveals that Russia is fast becoming the greatest aerial power in the world.

This informant claims that the Soviet has inculcated the young men of the nation with the desire to become air-minded, and the objective is no less than half a million trained pilots within two years. Instruction starts in the schools, and tens of thousands of factory workers spend their weekly day off in taking flying lessons. Russia is dotted with factories turning out powerful bombing and fighting machines at a rate which adds thousands of aircraft to the national fleet every year.

Great Britain is adding 300 machines to her defence forces in the next two years. Germany is doing much better than that, but what Germany is doing, says the American engineer, is insignificant beside the Russian effort.

There is no doubt, the Soviet army is becoming, if it has not already become, the most formidable in the world. Last May Day, regiments marched through Red Square from morn till night, and they were only a fraction of the infantry and cavalry. There were 400 tanks, some of them capable of travelling 60 miles an hour, and overhead 150 bombers in formation, followed by 400 interceptor fighting planes. Russia is building planes at the utmost of mass speed.

The Russian army that was supposed to be the "steam roller" in the world war proved a dud. The Red

Zulus Producing Talkies

Native Tribes Making Pictures To Advertise South Africa

Zulus and other native tribes of South Africa have completed a series of talking pictures to advertise South Africa. The productions are sponsored by the South African government and the South African Railways. It is understood that sound films of all native races south of the Zambezi will be made under government authority. The first of these to be released in South Africa is titled "In the Land of the Red Blanket." The story concerns the attainment of manhood of a native in Pondoland and includes scenes of stick fighting, various native games and dances. A second film will show a Zulu wedding, while a third will describe the "Innovative Festival of the Swazis."

New years and new babies have this in common. They all look pretty much alike at the start.

Woman's fond hope is that she will be weighed and found wanting.

China Bars English Language

Its Use Has Been Forbidden In Many Parts

As an evidence that the Chinese are increasingly nation-conscious, desiring to preserve their country from cultural invasion from outside lands, Prof. Henry Huizenga of the University of Shanghai cites the recently adopted rule of the government in Nanking, that no signboards of Chinese stores in Nanking may henceforth carry English words. Professor Huizenga writes further: "In many universities Chinese professors are no longer allowed to lecture in English. In many parts of China both teachers and students must wear clothes made only in Chinese style and of cloth woven in China. At the recent National Athletic Meet in the capital city, the English language was drastically banned from the athletic fields. Church services, prayer meetings, chapel, and many other kinds of student meetings which used to be held in English are now exclusively in Chinese.—Missions.

Irradiated Lighting

Devised By Botanist May Be Help To Florists

A new day for florists is promised by experiments completed by Dr. Francis Ramaley, professor of botany in the University of Colorado.

Flowers can be made to bloom in one-third less than normal time by a process of "supplemental irradiated lighting" devised by Dr. Ramaley and tested for six years in the university greenhouse.

Larkspur, for instance, flowers in 44 days less than normal if the growing day is increased to 15 hours by the lighting system. Baby's breath and sweet peas mature 20 days earlier, and chrysanthemums bloom in 99 rather than 135 days.

Dr. Ramaley sees great commercial possibilities for his device. "The moderate light used here could well be afforded by florists."

Of 100 species observed, the blooming of 41 was hastened, delayed in 12 cases, and not affected in 27. Plants retarded by artificial light were mostly tropical flowers which do not thrive in North America.

Not all results are beneficial. Although plants are taller, they are less sturdy, and roots are poorly developed. Colors, especially of red and purple varieties, are sometimes paler because of forced growth. Ramaley did not find that the size or numbers of flowers increased.

Honored His Car

For 30 years, Francis Pearce, London physician, used the same automobile in making professional calls. Finding it necessary to discard it a few years ago, he had it buried in a cemetery with all the usual honors.

Little Helps For This Week

We know that we have passed from death into life, because we love the brethren. 1 John 3:14.

Mature love the token be. Lord that we belong to Thee: Love, Thine image, love impart; Stamp it on our face and heart; Only love to us be given; Lord, we ask no further heaven. —C. Wesley.

Oh, how many times we most of us can remember when we would gladly have made any compromise with our conscience, would gladly have made the most costly sacrifices to God, if He would only have excused us from the duty of loving of which our nature seemed utterly incapable. It is far easier to feel kindly, to act kindly, towards those with whom we are seldom brought into contact, whose tempers and prejudices do not rub against ours, than to keep up an habitual steady self-sacrificing love towards those whose weaknesses and faults are always forcing themselves upon us, and are stirring up our own. A man may pass good muster as a philanthropist who makes but a poor master to his servants, or father to his children.—F. D. Maurice.

Canadian flour to Bermuda is duty free. The duty on foreign flour for 1935 has been increased to 12½ per cent. ad valorem.

There are now over 100 agricultural colleges in the Soviet Union.

The average man's hair grows seven inches annually.

Why at 40 You Think You're "GROWING OLD"



It's Frequently Just an "Idea." Not "Old Age." And According to Scientists, May Be Something No More Alarming Than A Touch Of Acid Stomach.

At about 40, many people think they're "growing old." They're tired a lot. Have headaches. Stomach upsets. Dizziness. Nausea.

Well, scientists say the cause, in a great many cases, is merely an acid condition of the stomach. The thing to do is simply to neutralize the excess stomach acidity.

When you have one of these acid stomach upsets, all you do is take Phillips' Milk of Magnesia after meals and before going to bed.

Try this. You'll feel like another person. Take either the familiar liquid "PHILLIPS", or the convenient new Phillips' Milk of Magnesia Tablets. Made in Canada.

PHILLIPS' Milk of Magnesia

THE RHYMING OPTIMIST

By Aline Michaelis

IN THESE HILLS

From these great hills the stars are very near,
Cicada's song breaks through the tranquil night
With shrill insistence, resolute and clear;
The wind's cool fingers on my cheek are light.
No touch of change since hours we used to climb
Out of the vexing tumult of the town.
Escaping here to dwell a little time
Against night's heart, close-folded in her gown.

It must be we drew nearer in these hills,
We who loved night and silence more than most.
For here I find that sense of peace which I need
My weary longing for things loved and lost.
The gay brook whispers and I hear you speak.
Your kiss is in the wind upon my cheek.

Keeping Work Secret

What is claimed to be an entirely new type of aircraft is being developed in closest secrecy near Stockholm, Sweden, by Edmund Sparman, an Austrian engineer. The machine, a monoplane, will have a 20-horsepower motor, which will not be sufficient to lift the machine, but will maintain flight after the craft has been catapulted into the air.

If the egoism was pulled out of us, a good many folks would resemble an umbrella with the ribs gone.

The Abundant Vitality of Cod Liver Oil PLUS PLEASANT TASTE

For over fifty years doctors have specified "Scott's Emulsion", wherever the bone-building qualities of pure cod liver oil were indicated. For Scott's Emulsion is more than just cod liver oil. Scott's Emulsion is pure cod liver oil, emulsified for easier digestion, greater efficiency and pleasant taste.



SCOTT'S EMULSION
THE COD LIVER OIL WITH THE PLUS VALUE
For Sale by Your Druggist

THIS IS THE WAY TO HAPPINESS

There's nothing—absolutely nothing—to take the place of perfect health as the foundation of a happy life. And no better way for every one to get it than to turn to that famous tonic wine, Wincarnia.

Wincarnia is not a drug. It is simply the purest of line wine, with the valuable properties of the 2½ lbs. of grapes which go to every bottle, combined with the strengthening elements of beef and guaranteed vitamin malt extract.

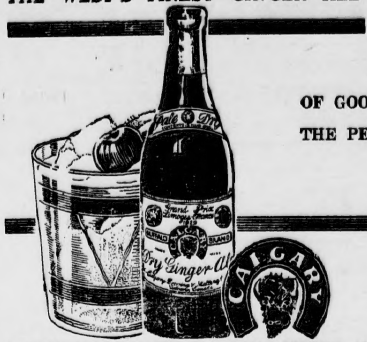
From your first glass of Wincarnia you will feel new vigor stealing through your veins. You will sleep more soundly, wake more refreshed. In a few days you will have forgotten the irritableness of your former half-well state. You will go through the most strenuous day at the top of your form.

Twenty thousand doctors have recommended Wincarnia for nervous disorder, anemia, debility, and all run-down conditions. Start taking—and enjoying—Wincarnia today. Your druggist sells Wincarnia—Sales Agents: Harold F. Ritchie & Co. Ltd., Toronto.

Demand for automobiles in Italy is so great that the leading auto plant cut its annual shut down one half.

Calgary Dry

THE WEST'S FINEST GINGER ALE



OF GOODFELLOWSHIP!
THE PERFECT BRAND

TRY
Orange CRUSH
A TRUE FRUIT DRINK
CRUSH Riekey
FROM WEST INDIES LIMES

A UNION MADE PRODUCT OF CALGARY BREWING AND MALTING COMPANY LIMITED

SEEKING THE PUBLIC GOOD

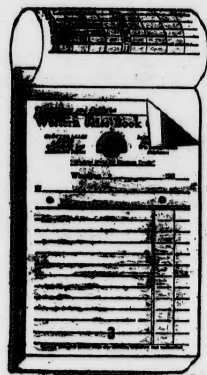
The Call as a property is privately owned, but as a newspaper, it is dedicated to the service of the public. Its aim is to contribute as much as it may to the life, growth and culture of the community, the province and the nation. It seeks to reflect the best thought and sentiment of the

people, but it will not cater to the passing public opinion.

It desires to assist the people to achieve their legitimate aspirations, but will not knowingly encourage their illusions. In politics, it is uncontrolled, with factions it has nothing in common, with political fraud and demagogue, no patience. Its position on public questions shall

ever be conscientiously taken, fairly presented, and faithfully maintained. It knows no classes recognizes no interests, seeks no favors, but shall strive to merit the public's confidence, respect and support.

An improved method of extracting gasoline from coal is claimed by a scientist of Hungary.



For Counter Sales Books

See us

Prices went up lately
Better order your
supply now

The Gleichen Call

To live well...

The desire to live... at any cost... is as old as mankind. But the desire to live well... at reasonable cost... has never been so keen as it is today.

...The one calls for the mere avoidance of the dangers common to us all... but to live really well demands an alert, intelligent acquaintance with the improvements and refinements that are, daily making life better worth living.

Through all progress of the art of living well, advertising... almost alone... has carried the message of new pleasures, protections and economies into every department of our lives.

...and here before you, you will find reliable, straightforward news of tested ways of saving time, effort and money.

Read the advertisements here in your newspaper... they are your guide to what's the newest and best in the art of living well.

Town & District

At a meeting of the Gleichen Fire Brigade it was decided to hold their annual banquet and dance at the usual time Easter Monday. This will be the firemen's 30 annual banquet and ball. Wonder how many of the original brigade are still in Gleichen?

Mrs. Olander and Mrs. Phillips, who are delegates of St. Andrew's W. A. are attending the annual meeting in Calgary this week.

One evening last week Mrs. W. McConnell entertained at a miscellaneous shower in honor of Mrs. Neil McMillan, recently married. There were over 90 invited guests. The many valuable and beautiful gifts presented indicated the popularity of Mrs. McMillan.

L. Michael attended the silver wedding anniversary of Mr. and Mrs. J. P. Hansen of Sundland last Friday. Mr. Michael (a son of 30) people attended the event, which took place in the hall. Lou also adds that it has been many a year since he enjoyed himself so much.

Many subscriptions to this sheet are now due and we would be delighted to look upon some collateral.

The first fight over social credit, that we have heard of, took place the other day in town. The fight did not last very long but almost wound up in police court. Apologies saved the day before the complaint was laid. Social credit is beginning to wax hot and there are arguments aplenty. More fights will take place as sure as night follows day.

A hint to those who chew the rag over social credit. Keep well away from large plate glass windows so that there will be no danger of a gestulating arm poking a fist through while endeavoring to emphasize your point of view. Those windows cost anywhere from one hundred to a hundred fifty bucks. The best place to get in is in the middle of the street, there arms can be waved and fists dangled with utter abandon, and even if one did go through the window of a passing motor car the glass can be replaced for a paltry ten or fifteen dollars.

The Girl Guide are holding a Valentine tea and sale of home cooking at the home of Mrs. Garland, on Saturday, Feb. 15, from 3 to 5 p.m. There will be reading and musical selection. The proceeds from this tea will be used to sponsor a trip to Calgary for the Girl Guides on Easter Monday, for the visit of Lord and Lady Baden-Powell.

Miss Carrie DeLong of Calgary, elocutionist, will give a recital in the Gleichen United Church, Monday, February 18th, under the auspices of the Women's Association. Miss DeLong will be assisted by local parties.

Is your subscription paid? Take a look at the label and see. We would appreciate money on subscriptions more than words can tell.

Seed catalogues have been arriving in town by the mail bag full of late. The householder now spends a lot of time looking at them and dreaming of gardens that would rival the famous gardens of Babylon. If everyone buys or plants the amount of seed they are talking of more than enough vegetables will grow in town to feed Alberta's unemployed.

Mr. O. Lindquist wishes to thank all those who elected him to the school board Monday. He states he will work to the best of his ability to carry out the duties that his office calls for.

A. R. Yates returned Monday from Vancouver where he was called to attend to the funeral of his father, Rev. C. P. Yates. The Vancouver Province says in part of Mr. Yates: Representative of the city's clergy, pioneer, fraternity and Masonic Order paid a last farewell to the outstanding member of their number when funeral services were held in St. Saviour's Church for Rev. Charles Fitzgerald Yates, aged 55. A native of Prince Edward Island, Rev. Mr. Yates came to Vancouver in 1890 and entered the employ of Ross & Ceperley as an accountant. He was made lay reader by the late Father Clinton of St. James Church, and used to conduct mission services in the outlying districts of Vancouver. A familiar sight in the early days of the city was Rev. Mr. Yates rowing from Vancouver to Moodyville to conduct service there. Rev. Mr. Yates was also active in Masonic circles, being life member of Mountain Lodge No. 11 of Golden, a life member of Abbotsford Lodge No. 70 and a charter and life member of Acadia Lodge No. 22 Vancouver. He was one of the founders of Acadia Lodge, which was organized in 1893. Surviving are his wife, a son A. R. Yates of Gleichen, two daughters, Mrs. G. L. Bell of Vi-

PROTECT THE EGG AND POULTRY INDUSTRY

Your liberty, as an independent producer and your livelihood are at stake. Listen to our radio talks each night excepting Saturdays and Sundays over CFPN at 7.50 to 8 p.m.; also over CICA, Edmonton at 1.15 p.m., February 14th, 15th, 16th, 19th, 21st and 22nd, and from 8.15 to 8.30 p.m. on February 13th, 18th and 20th. Hear the arguments pro and con.

By all means attend the Pool Meetings! Be prepared to ask questions and voice your disapproval. The radio talks will provide you with plenty of arguments.

Be sure and register at your Post Office. Secure your Ballot and Vote against the Compulsory Egg and Poultry Marketing Scheme.

Egg and Poultry Producers' Protective Association of Alberta

tion and Mrs. J. P. Collins of Calgary, and a sister Mrs. E. James of Nainimo.

ANNUAL MEETING UNITED CHURCH CONGREGATION

The annual meeting of the United Church congregation was held in the church on Wednesday evening February 6th. The following are the officers for the ensuing year:

Session: E. A. Brown, secretary, and Duncan McBean.

Church school: Mrs. V. M. Gilbert superintendent, W. Robinson, associate supt. and M. Murray sec-treas.

Committee of Stewards: V. M. Gilbert, chairman; W. Robinson, sec-treas; A. C. Robertson envelope steward, W. E. Thompson and M. Murray.

M. and M. secretary, Mrs. G. Evans.

Next Sunday, February 17th, the Sacrament of the Lord's Supper will be observed in the United Church. All Christians are invited to this Table.

Here and There

Employed on railway construction 50 years ago, Thomas D. McGilivray, 83, of Edmonton, claims the distinction of having placed the last carload of dirt on the C.P.R. when that trans-continental line was completed to the Pacific coast in 1885. Despite his advanced age he still has a clear recollection of incidents on construction.

Miss Mary McNeill, superannuated in December after over thirty years on the Upper Lakes or stewardess of the C.P.R. Great Lakes Steamships, spent almost her entire service as chief stewardess of S.S. Keewatin, sailing with her every season from her maiden voyage in 1908 until the close of the 1934 season.

Fortunes are being spent on research in the science of armaments but not one penny for research in the field of disarmaments, said Prof. Julian Huxley, famous student of the even more famous Thomas H. Huxley, in outlining the meaning and functions of science, its shortcomings and possibilities, at the Lord Nelson Hotel, Halifax, recently.

"Our province will soon take an important place, if not the leading place, among the gold-producing countries of the world", stated Hon. J. E. Perrault, Minister of Roads and Mines of the Province of Quebec, in a recent address to "The Mining Industry of Quebec" at the Chateau Frontenac, Quebec City.

DATES OF DANCES AT MEADOWBROOK HALL

March 1, dance.
March 22, dance.
April 22, Easter Monday dance.

Leave Your —
WATCH, CLOCK
AND
JEWELLERY REPAIRS
—at—
McKAY HARDWARE

P. B. DISCHER
GLEICHEN and VULCAN



Money in Economy

Classified Want Ads. are an economical and effective method of reaching the buying public. Their small cost is not an expense, but an investment which will return large dividends.

CLASSIFIED ADS

Rates under this heading 15 words or under 5c, first insertion and 25c. each subsequent insertion 3 weeks \$1.00. Over 15 words one cent per word for each insertion.

WANTED—Maid to do general house work. Sleep at home. Apply Mrs. R. C. Clifford.

WANTED—To talk to a man who is desirous of entering the Radio and Television Industry as a life career. Experience unnecessary, but must be willing to devote some spare time to practical instructions under AMERICA'S FOREMOST ENGINEERS. For personal interview, reply giving age, present occupation and phone number, box number, care of this paper. Vocational Adviser. 44

BARGAIN FARES

With More Privileges to

EASTERN CANADA

Mar. 3 to 16

CHOICE OF TRAVEL in Coaches - Tourist or Standard Sleepers Fare slightly higher for Tourist or Standard Sleepers in addition to usual berth charges

Return Limit 30 Days in addition to date of sale

For Fares, Train Service, etc. Apply Ticket Agent

CANADIAN PACIFIC

Banana plantations in Honduras are adopting irrigation systems driven by electric power. Following is Gleichen's footnote.

The only way to have a friend is to be one.